MULTIMEDIA UNIVERSITY ®

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016 / 2017

PBU0045 – INTRODUCTION TO BUSINESS MANAGEMENT

(All Sections)

13 OCTOBER 2016
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **THREE pages** excluding the cover page.
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Write your answers in the Answer Booklet.

QUESTION 1 [20 Marks]

a. **Management** in businesses and organizations is the function that coordinates the efforts of people to accomplish goals and objectives using available resources efficiently and effectively. Identify and discuss the **FOUR (4)** basic functions that describe the management process.

(8 marks)

b. Sarah, a Malaysian has been appointed as the manager for the IT department in an Australian company. What will be the twenty-first century skills Sarah needs to manage the department? Elaborate.

(4 marks)

c. In a company, departmentalization is needed to ensure control and coordination are narrowed and made easier so that the top management can easily see how the various units are performing. Process departmentalization means the organization is divided according to production processes to create a good or service. Give **ONE (1)** example of process departmentalization.

(4 marks)

d. Once a company decides to produce a given product or offer a particular service, the company should decide if the product or service is to be Make –to-order or Make-to-Stock. Identify whether the following is Make-to-Order or Make-to-Stock.

Hair Styling	Taylor made suit
Car	Candy
Toothpaste	Law Case
Wedding cake	Custom built home

(4 marks)

QUESTION 2 [20 Marks]

a. Operations planning is needed in every organization for their productivity activities. Discuss the **FIVE (5)** categories of operations planning.

(10 marks)

b. What is the difference between a centralised organization and a decentralised organization?

(2 marks)

c. Delegation is the process through which a manager allocates work to subordinates. State the delegation process.

(3 marks)

Continued...

d. Strategy formulation is a creation of a broad concept for defining and meeting an organization's goals. Strategy formulation involves three basic steps. Illustrate and discuss the steps.

(5 marks)

QUESTION 3 [20 Marks]

a. The "big five" personality traits can be viewed as continuums that run from high levels of the trait to low levels of the trait. Employees are sometimes tested in collaborative situations to determine what strong personality traits they can add to a group dynamic. Explain the "Big Five" personality traits that drive the employee behaviour.

(10 marks)

b. Due to the economic slowdown, Sumityomo Mitsui Bank has decided to retrench 20% of its employees and not to award bonuses to all. The leader of the labour union met with the President of Sumityomo Mitsui to voice their dissatisfaction and to appeal for a small bonus or incentive. Should the bargaining process between the labour union and the management fail,

i) what are the possible actions that can be taken by labour union?

ii) what can the bank forcefully do to counter this negative outcome?

(10 marks)

QUESTION 4 [20 Marks]

a. In any business, external forces have a very strong impact on the marketing plans and strategies. So it is important for the business to recognise these factors that might affect its marketing programme. Explain the external factors that can affect the marketing environment.

(10 marks)

b. Distribution plays an important role in marketing. Marketers always look into all possible networks to distribute their products so that consumers can easily get their products in the market. What are the **FOUR (4)** channels of distribution? Discuss any **TWO (2)** non-store retailing that can that be used in distributing the products to the end users.

(10 marks)

QUESTION 5 [20 Marks]

a. Suppose you are a business person planning to start your own business. Explain the financial and non-deposit institutions that are able to provide you money-related services for your business.

(12 marks)

Continued...

b. For many years investors have used stock indexes to measure market performance and to predict future movements of stock market. Market indexes reveal bull and bear market trends. Discuss the differences between bull and bear markets.

(4 marks)

c. Describe the meaning of securities in the aspect of stock markets and the role of securities market.

(4 marks)

End of Paper